

<b>TR-1: Notifications of Major Interests in Shares</b>
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<b>1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:</b>	<b>Bank of Ireland</b>
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<b>2. Reason for notification (yes/no)</b>	
An acquisition or disposal of voting rights	<b>X</b>
An acquisition or disposal of financial instruments which may result in the acquisition of shares already issued to which voting rights are attached	
An event changing the breakdown of voting rights	
Other (please specify): _____	

<b>3. Full name of person(s) subject to notification obligation:</b>	<b>Harris Associates L.P.</b>
<b>4. Full name of shareholder(s) (if different from 3):</b>	<b>Same as 3</b>
<b>5. Date of transaction (and date on which the threshold is crossed or reached if different):</b>	<b>19 November 2009</b>
<b>6. Date on which issuer notified:</b>	<b>20 November 2009</b>
<b>7. Threshold(s) that is/are crossed or reached:</b>	<b>3%</b>

<b>8: Notified Details</b>							
<b>A: Voting rights attached to shares</b>							
Class/type of shares If possible use ISIN code	Situation previous to the triggering transaction		Resulting situation after the triggering transaction				
	Number of shares	Number of voting rights	Number of shares	Number of voting rights		Percentage of voting rights	
				Direct	Indirect	Direct	Indirect
IE0030606259	30,031,259	30,031,259	38,138,578	38,138,578		3.80%	

<b>B: Financial Instruments</b>				
<b>Resulting situation after the triggering transaction</b>				
<b>Type of financial instrument</b>	<b>Expiration date</b>	<b>Exercise/ conversion period/date</b>	<b>No. of voting rights that may be acquired (if the instrument exercised/converted)</b>	<b>Percentage of voting rights</b>

<b>Total (A+B)</b>	
<b>Number of voting rights</b>	<b>Percentage of voting rights</b>
38,138,578	3.80%

<b>9. Chain of controlled undertakings through which the voting rights and /or the financial instruments are effectively held, if applicable:</b>

<b>Proxy Voting:</b>	
<b>10. Name of proxy holder:</b>	N/A
<b>11. Number of voting rights proxy holder will cease to hold:</b>	N/A
<b>12. Date on which proxy holder will cease to hold voting rights:</b>	N/A

<b>13. Additional information:</b>	<b>Bank of Ireland is making this notification on receipt of a notification from Harris Associates L.P. under the Transparency (Directive 2004/109/EC) Regulations 2007.</b>
<b>14 Contact name:</b>	<b>Helen Nolan – Group Secretary</b>
<b>15. Contact telephone name:</b>	<b>+353 1 6043400</b>